



## **CITY OF NEWPORT BEACH**

### **ECONOMIC DEVELOPMENT COMMITTEE**

## **AGENDA**

**MEETING DATE:** Wednesday, December 16, 2009  
**TIME:** 8:00-9:00 A.M. *Please arrive 5 min. prior*  
**PLACE:** City of Newport Beach Council Chambers

### **ROLL CALL AND INTRODUCTIONS**

To assist with attendance there will be a sign in sheet at the podium, Please check off your name on arrival or before departing.

### **MEMBER UPDATES AND ANNOUNCEMENTS**

### **DISCUSSION ITEMS**

1. Approval of Minutes of October 21, 2009 (*Attachment*)
2. Recommendation of Candidates for Appointments to fill At-Large and Fashion Island/Newport Center positions and Recommendation to City Council (*Attachments*)
3. Consideration of recommending an extension of the Relaxation of the Temporary Banner Regulations. (*Attachment*)
4. Presentation by Mike McNamara of the Summer Water Taxi Committee Report
5. EQAC Representative's Report

### **ITEMS FOR A FUTURE AGENDA**

1. Revenue and Budget Update - January
2. Tourism Update – January or February
3. Geo Area Representative Report on Holiday Business Season - February

### **PUBLIC COMMENTS**

### **ADJOURNMENT**

**NEXT EXECUTIVE COMMITTEE MEETING: Wednesday, January 6, 2010  
8:00 A.M. – NEWPORT BEACH CHAMBER OF COMMERCE**

**NEXT REGULAR MEETING: Wednesday, January 20, 2010  
8:00-9:00 A.M. – CITY COUNCIL CHAMBERS**



# CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

## DRAFT MINUTES 10-21-09

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, October 21, 2009**.

### Members Present:

X	Mike Henn, Chairman	E	Sheri Drewry
X	Keith Curry, Council Member	E	Jennifer Gonzalez
E	Steve Rosansky, Council Member	X	John Hyatt
X	Robert Hawkins, Planning Commissioner	X	Lloyd Ikerd
X	Mike McNamara, Vice Chairman	X	Brion Jeannette
A	Fred Ameri	E	Debra Legan
X	Craig Batley	X	Richard Luehrs
X	Seymour Beek	X	Scott Palmer
E	Jeffrey Cole	X	John Robinson
X	Steven Coyne	X	Gregg Schwenk
X	Jim Donnell	X	Gary Sherwin
X	Kenneth Drellishak	X	Gay Wassall-Kelly

### Staff Representatives:

X	Sharon Wood, Assistant City Manager		
X	Leigh De Santis, Economic Development Administrator		
X	Katie Bowden, Economic Development Coordinator		

### Guests Present:

Roy Freeman	
Isabelle Krasney, One Stop Center	Katie Gardner, OC Business Service Center

### Roll Call and Introductions:

Council Member Henn called the meeting to order at 8:00 am and began self-introductions of the assembled members, staff and guests.

## **UPDATES AND ANNOUNCEMENTS**

- Gary Sherwin announced that the Conference and Visitors Bureau has changed its name to Visit Newport Beach, Inc. This gives it a more modern and easily recognizable name and matches their web site address, which has been [www.visitnewportbeach.com](http://www.visitnewportbeach.com) for some time.
- Mr. Sherwin also announced that the Barrett-Jackson Auto Auction will be coming to the OC Fairgrounds June 27-30, 2010. Visit Newport Beach and the TBID are working with the City of Costa Mesa and the Fair operators to facilitate the show and to ensure that Newport Beach hotels book a share of the room nights generated by this event.
- The third event mentioned by Mr. Sherwin was a reminder that one of the teams, the media and alumni for the BCS Game January 7<sup>th</sup> will be staying at 3 Newport Beach hotels.
- Scott Palmer announced that the Corona del Mar Classic Car Show had raised \$8,000 for pediatric cancer care last month.
- Councilman Henn reported that the California legislation has allowed the sale of bonds to replace the \$6 million dollars taken by the State from Newport Beach. The bonds will be a liability of the State and at the cost of the State.

## **DISCUSSION ITEMS**

### **1. Minutes of September 16, 2009.**

Councilman Henn called for comments on the draft minutes. Mrs. DeSantis clarified the reporting on hotel nights paid for by NBFF totaled 451 and those believed to have been generated by the event were 1540, based on a UCI study.

Mr. Hawkins moved approval as amended and Councilman Curry seconded. The minutes were approved.

### **2. Presentation by Chris Miller, Harbor Resources Manager.**

Chris Miller passed out to members the new "Complete Cruising Guide to Newport Harbor" developed by the Harbor Commission with the assistance of Doug West. The publication is designed for boating visitors. 5,000 copies have been printed. They are being distributed to visitor centers, yacht clubs, the Harbor Patrol and marine stores up and down the coast. The document is also available on-line at the City's website. This is the first time the City has published such a comprehensive harbor guide. It is in a format that can be updated and republished as needed.

Chris then responded to questions on mooring management – there is an RFP currently out and City code governing mooring transfers is being updated. Derelict boats are impounded by the County at moorings in Newport Beach harbor between County auctions.

### **3. Presentation by Katie Gardner, Orange County Business Service Center.**

The Orange County Business Service Center exists to assist local businesses with hiring, training of new employees or training existing employees to new functions and helps employers prepare employees for lay-off and job searches during tough times. The OC Business Service Center offers classes and individual assistance to businesses regarding an array of operational issues. Lastly, the OC Business Service provides analytical research on such areas as labor market, salary surveys, etc. to business. All of its services are free of charge.

### **4. Presentation by Isabelle Krasney, One Stop Center**

The One Stop Center is the employee side of the business equation. It serves prospective employees. It teaches resume preparation, interview skills, makes computers available for job hunting, sponsors job fairs, matches clients to opportunities, and provides access to job leads and networking/support groups.

The One Stop Center and Business Service Center are jointly housed. Newport Beach businesses and residents have their choice of accessing these services either in Irvine or Westminster. They also have offices in Santa Ana and Anaheim but those offices are focused on their respective locations.

### **5. EQAC Representative's Report**

EQAC has finished reviewing the EIR for the New City Hall. They have also done a self initiated study of leaf blower impacts such as noise, emissions, and air-borne dust particles generated. They plan to suggest that the City Council consider banning leaf blowers. EQAC did not look at the economic impact of such a ban.

## **ITEMS FOR A FUTURE AGENDA**

There was discussion regarding when best to return to the subject of the local economy. Business district representatives should be able to report on local experience with holiday 2009 shopping in January but it will be April before the City receives 4<sup>th</sup> quarter sales tax info.

- Dennis Danner - Budget and Revenue Update in November
- Gary Sherwin – Tourism Update in November
- New Zoning Code in December
- Water Taxi in December or January
- Geographic Area Representative Reports on Holiday Business in January

## **PUBLIC COMMENTS**

None

## **ADJOURNMENT**

Councilman Henn called for the meeting to be adjourned at 9:15 am.



Submit by Email

Print Form

# APPLICATION FOR APPOINTIVE POSITION

## RECEIVED

FOR OFFICE USE ONLY

Residence District No. 4Verified by LB

2009 OCT 12 PM 3:21

OFFICE OF  
THE CITY CLERK  
CITY OF NEWPORT BEACH

## CITY OF NEWPORT BEACH

3300 Newport Boulevard  
Newport Beach, CA 92663  
City Clerk (949) 644-3005  
Fax (949) 644-3039

**DIRECTIONS:** One application can be used for all the appointive positions you are applying for. Applications should be filled out completely so that the City Council may fully evaluate your qualifications. It is the responsibility of the applicant to familiarize themselves with the duties and responsibilities of the position(s) applied for. Detailed information outlining the responsibilities of the positions can be obtained from the City Clerk's Office or on the City's website: [www.newportbeachca.gov](http://www.newportbeachca.gov) (City Government/Citizen Participation). Applications will be kept on file for two years for the position(s) applied for. If you are not selected for appointment during that period of time, it will be necessary for you to re-submit an application if you are still interested in being considered. **NOTICE:** Section 702 of the City Charter requires that members of Boards or Commissions appointed by the City Council shall be from the qualified electors of the City. This document is a public record and may be posted on the internet.

NAME OF BOARD, COMMISSION OR COMMITTEE: Economic Development Committee

Name: Hsiang

(Last)

David

(First)

Pong

(Middle)

Cell phone

Residence Address (required):

Zip Code:

How long have you lived in Newport Beach?

6

Home Phone:

Business Address:

Business Phone:

Newport Beach, CA 92660

Email Address:

Have you ever been convicted of any crime or violation of any law or statute other than minor traffic violations?

☒ NO ☐ YES (If yes, attach separate sheet with explanation)

Name and Location of Colleges Universities Attended	Major	Degree	Last Year Attended
Oklahoma City University	MBA	Master	1989
William Howard Taft Law school	J.D.	Still Attending	2007
Orange Coast College	Accounting	n/a	2005

CONTINUE TO PAGE TWO

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
Newport Beach Police Department Citizens Academy	Attendee	September, 2009

**Occupational History.** Begin with your present or most recent position. List all positions separately held for the last five years.

Firm or Organization	Type of Business	Title	Dates of Employment
Legend Financial Advisory, LLC	Accounting firm	Principal	2003 to present
MetLife Financial Service	Risk management	Financial Planner	2001 to 2003
Merrill Lynch	Investment service	Financial Consultant	1999 to 2001
Taiwan High-Tech Science Park	High-Tech products development	Consultant	1995 to 1999
AT&T	Telecommunication service	Financial Cpsultant	1991 to 1995

**References.** Include names of at least two residents of Newport Beach who are not officially connected with the City.

1. Name  Address  Phone No.
2. Name  Address  Phone No.

Summarize why you wish to serve the City of Newport Beach on a board, commission or committee. Include any special qualifications you have which are particularly appropriate to the position for which you are applying.

Dear NB City representatives:

My wife and Joanne and I are very passionate taking part of the public service in Newport Beach. We are currently the proud attendees of the Newport Beach Police Department Citizens Academy. Our eldest daughter Maggie graduated from Our Lady Queens and Angels this year and currently study in Mater Dei High School. Our youngest daughter Joana is on the 8th grade of OLQA

Currently, I am the principal of CPA accounting form here in Newport Beach. In addition to my practice, I am also the California Bar Examination Candidate. that My primary interest is to serve on the Economic Development Committee and Finance Committee. But as bicyclist myself, I am very interesting to be part of the legislative process concerning this matter. The former mayor Mr. Dennise O'Neill and his Mrs. Thai O'neill are good friends of our family. Mrs. O'neill and us serve on many charitable events together

Newport Beach is the unique place and we cherish the opportunity to live in this great city and raise our children. Hopefully, my humble expertise can contribute to the eventual success of this legislation

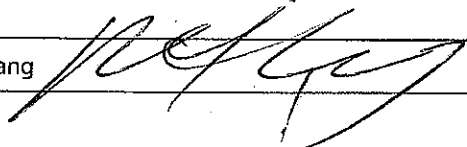
I certify that all statements made on this application are true and correct to the best of my knowledge. I have read and understand the duties and responsibilities of the particular position(s) that I am applying for and authorize the release of this information on the internet.

[BOX MUST BE CHECKED IF SUBMITTING ELECTRONICALLY]



Signature

David Hsiang



Date

October 12, 2009

Submit by Email

Print Form

**APPLICATION FOR APPOINTIVE POSITION****FOR OFFICE USE ONLY**

Residence District No. \_\_\_\_\_

Verified by \_\_\_\_\_

**CITY OF NEWPORT BEACH**

3300 Newport Boulevard  
 Newport Beach, CA 92663  
 City Clerk (949) 644-3003  
 Fax (949) 644-3039

**DIRECTIONS:** One application can be used for all the appointive positions you are applying for. Applications should be filled out completely so that the City Council may fully evaluate your qualifications. It is the responsibility of the applicant to familiarize themselves with the duties and responsibilities of the position(s) applied for. Detailed information outlining the responsibilities of the positions can be obtained from the City Clerk's Office or on the City's website: [www.newportbeachca.gov](http://www.newportbeachca.gov) (City Government/Citizen Participation). Applications will be kept on file for two years for the position(s) applied for. If you are not selected for appointment during that period of time, it will be necessary for you to re-submit an application if you are still interested in being considered. **NOTICE:** Section 702 of the City Charter requires that members of Boards or Commissions appointed by the City Council shall be from the qualified electors of the City. This document is a public record and may be posted on the Internet.

NAME OF BOARD, COMMISSION OR COMMITTEE: ECONOMIC DEVELOPMENT COMMITTEE

Name: VAN NATTA

(Last)

KIMBERLY

(First)

ANN

(Middle)

Residence Address (required):

Zip Code:

How long have you lived in Newport Beach?

WORK IN NPB - 5 yrs+

Home Phone:

Business Address:

Business Phone:

NEWPORT BEACH, CA 92660

Email Address:

Have you ever been convicted of any crime or violation of any law or statute other than minor traffic violations?

☒ NO ☐ YES (If yes, attach separate sheet with explanation)

Name and Location of Colleges/ Universities Attended	Major	Degree	Last Year Attended
UNIVERSITY OF CALIFORNIA - IRVINE	CRIMINAL JUSTICE	BA	1979

CONTINUE TO PAGE TWO

Prior or Current Civic Experience (include membership in professional, charity or community organization)	Office Held (if any)	Dates of Membership
CHAMBER OF COMMERCE	BOARD OF DIRECTORS	2009 - PRESENT
FASHION ISLAND MERCHANT COMMITTEE	ANCHOR COMMITTEE MEMBER	2005 - PRESENT

**Occupational History.** Begin with your present or most recent position. List all positions separately held for the last five years.

Firm or Organization	Type of Business	Title	Dates of Employment
BLOOMINGDALE'S, INC	RETAIL - FASHION/HOME	OPERATING VP/G.M.	1997 - PRESENT

**References.** Include names of at least two residents of Newport Beach who are not officially connected with the City.

1. Name DEAN & GERDA KOONTZ Address NEWPORT BEACH Phone No. 000-0000-0000

2. Name JAMIE STRONG Address NEWPORT BEACH Phone No. 000-0000-0000

Summarize why you wish to serve the City of Newport Beach on a board, commission or committee. Include any special qualifications you have which are particularly appropriate to the position for which you are applying.

IT WOULD BE MY PLEASURE TO SERVE ON THE BUSINESS DEVELOPMENT COMMITTEE IN NEWPORT BEACH AND BE ABLE TO GIVE BACK TO THE COMMUNITY IN WHICH I WORK. MY BUSINESS EXPERIENCE AND INSIGHT WOULD BE A VALUABLE RESOURCE FOR THE COMMITTEE AND I LOOK FORWARD TO BEING A PART OF THE CITY'S FUTURE BUSINESS GROWTH.

I certify that all statements made on this application are true and correct to the best of my knowledge. I have read and understand the duties and responsibilities of the particular position(s) that I am applying for and authorize the release of this information on the internet.

(BOX MUST BE CHECKED IF SUBMITTING ELECTRONICALLY)



Signature KIMBERLY A. VAN NATTA

Date DECEMBER 10, 2009

*Kimberly Van Natta*

**RESOLUTION NO. 2008-\_\_\_\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NEWPORT BEACH ADOPTING TEMPORARY STANDARDS FOR THE DISPLAY OF PROMOTIONAL TEMPORARY BANNERS.**

WHEREAS, the City Council established the Economic Development Committee to advise it on economic issues affecting the City of Newport Beach;

WHEREAS, the Economic Development Committee, in its discussions regarding how the City might assist business during the current economic downturn, recommended a temporary extension to the length of time businesses are permitted to display promotional temporary banners;

WHEREAS, the City Council wishes to cooperate with and support local businesses during difficult economic times, and is willing to relax a zoning standard for a limited period of time;

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Newport Beach hereby adopts temporary standards for the display of promotional temporary banners, as follows:

Section 1: Temporary Suspension of Standard

Zoning Code Section 20.67.090 (A.) Table 2, Duration of Promotional Temporary Banners: "Up to four (4) times per year, not to exceed sixty (60) days total per year" is suspended.

Section 2: Establishment of Temporary Standard

Zoning Code Section 20.67.090 (A.) Table 2, Duration of Promotional Temporary Banners: "Up to eight (8) times per year, not to exceed one hundred twenty (120) days total per year" is substituted.

Section 3: All Other Standards

All other standards relating to the use, number, placement, maximum area, maximum height and permitting of temporary promotional banners shall remain in full force and effect.

Section 4: Expiration of Temporary Standard

Effective January 1, 2010, Zoning Code Section 20.67.090 (A.) shall return to the provisions in effect prior to the adoption of this Resolution, unless the City Council amends this section of the Municipal Code prior to that date.

ADOPTED this \_\_\_\_\_ day of October, 2008.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

WATER TAXI SYSTEM  
CONCEPTUAL FEASIBILITY ANALYSIS  
NEWPORT BEACH, CALIFORNIA



PREPARED BY  
THE NEWPORT BEACH WATER TAXI  
EXPLORATORY COMMITTEE  
November 2009





**Summer Water Taxi Exploratory Committee  
City of Newport Beach, California**

November 6, 2009

City Council  
City of Newport Beach  
3300 Newport Blvd  
Newport Beach, CA 92658-8915

On behalf of the Newport Beach Summer Water Taxi Exploratory Committee, I am pleased to present the attached report on the feasibility of establishing a privately owned and operated summer water taxi system for the Newport Beach harbor. The report and recommendations received unanimous support from the committee.

Pursuant to your appointment of the committee, members have met regularly and worked diligently to prepare this report. Each member has contributed their special expertise to the effort. We have received excellent support and input from City staff.

We have researched other private or public/private water transportation services that may be suitable models for a service in Newport Beach. We have examined strategies, possible funding sources, and possible methods of implementation. The report documents our findings, conclusions and recommendations.

We look forward to presenting our report and recommendations at your study session scheduled for November 24, 2009 at 3:30 p.m.

Sincerely,



Michael McNamara, Chairman  
Summer Water Taxi Exploratory Committee



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# EXECUTIVE SUMMARY, CONCLUSIONS & RECOMMENDATIONS



## **Purpose & Scope of the Newport Harbor Water Taxi System Feasibility Analysis**

The City of Newport Beach has incorporated the concept of a water taxi system for Newport Harbor in several key policy documents, including its General Plan and Local Coastal Program Land Use Plan, and in the strategic plans of the City's Economic Development Committee and Harbor Commission.

This water taxi system would supplement city land transportation street networks and existing cross-harbor ferry service with additional on-water access serving Newport Harbor (NH) and its adjacent visitor-serving and recreation areas during peak summer visitor traffic and usage levels when the existing land transportation network is extremely congested.

A May 2009 City Council Resolution called for the formation of a Water Taxi Exploratory Committee of interested individuals from the Economic Development Committee, the Harbor Commission and local maritime and tourism industry to advise and make recommendations to the City Council on policies, projects and programs to accomplish the Committee's objectives:

- a. Determine the extent of need and the potential expansion of interest in and use of a NH water taxi system over time, based on experience of other systems' evolutions;
- b. Determine existing in-kind City resources and facilities available for a NH system;
- c. Examine other relevant water taxi systems and their specific applicability to NH;
- d. Explore the availability of potential grants and subsidies for a NH water taxi system;
- e. Analyze the conceptual feasibility of a potential NH water taxi concept plan;
- f. Prepare a conceptual feasibility report with recommendations to the City Council on next steps necessary to have an initial water taxi system in operation in Newport Harbor during Summer 2010, if possible.

**This report describes the analysis effort, findings and recommendations of the Water Taxi Exploratory Committee from June through September 2009.**

## CONCLUSIONS

This analysis effort and report by the Newport Beach Water Taxi Exploratory Committee indicate that a potential Newport Harbor Water Taxi System (NHWTS) appears conceptually feasible based on meeting the following general feasibility criteria:

1. City policy support (previously documented, currently supported)
2. Potential community, user group support, operator interest (limited sample)
3. Potential market demand (based on regional examples, confirmation needed)
4. Existing water taxi system models/operators on which to base a NHWTS model
5. Existing & potential public and private docks/base to support service areas/uses
6. Existing & potential water taxi vessel types suitable for Newport Harbor use
7. Potential routes and operating systems (loop, point-to-point, on-call)(+ ferry)
8. Existing & potential costs, fares, revenues, sources options (right combo needed)
9. Potential NHWTS concepts (among many) for Basic, Expanded or On-Call-Only

The following conclusions of NHWTS feasibility were also developed during the study:

1. Government grant/loan money to help fund a water taxi system is not currently available
2. it is inappropriate to recommend a City monetary subsidy to fund this system until such time that the City may be in a fiscal position to do so
3. In-kind City support and incentives are essential: public docks, signage, staff, possible percentage fee waivers and operator supplemental revenue sources
4. It is essential to test private market interest in a NHWTS using an RFP process

Note: The Committee recognizes that the detailed feasibility of any potential Newport Harbor Water Taxi System depends on a complex interaction of City decisions, actions and negotiations, and a potential private operator's confirmation of market, operational, and financial feasibility.



## RECOMMENDATIONS

The results of this analysis effort and report by the Newport Beach Water Taxi Exploratory Committee recommend the following next steps toward implementing a potential Newport Harbor Water Taxi System:

1. City Council reviews and discusses this report in a study session/presentation
2. If CC approves concept, refer to Harbor Commission, Economic Development Committee for input within approximately 30 days
3. Direct staff to prepare a draft RFP with input, support from the water taxi committee
4. Direct staff to provide Council with recommendations on implementation, RFP, schedule, actions to provide City facilities, sites and implementation in 60 days
5. Designate a 30-day RFP submittals response period
6. Evaluate proposals, select operator, negotiate agreement, implement in 60 days
7. The Committee recognizes that these Recommendations /Next Steps may not be able to be accomplished within a time frame which would enable the water taxi system to be in place by Summer 2010. It recommends that the City continue to pursue implementation on that schedule for at least a Basic "test" System by Summer 2010, or by Summer 2011, if the 2010 date isn't achievable.

## Determining Need and Market Support for a Newport Harbor Water Taxi System

As described above, the need for a water taxi system is supported by several City of Newport Beach policy documents. Market support interest has also been sampled.

Recent (August/September 2009) “testing of potential market interest” in a possible Newport Harbor water taxi system was conducted during this study through news articles in local (*Los Angeles Times* /*Newport Daily Pilot*) and boating media (*Sea Magazine*/*Log Newspaper*) as well as a TV news story and multiple potential user interviews on Channels 2 and 9 news programs.

Responses to the idea of a Newport Harbor water taxi service, as indicated through letters to the editor of the *Pilot*, on news blogs, and during the multiple field interviews in Newport in the TV news story and other interviews were generally positive, with costs to users and the community, convenience and routes and possible pollution as the primary areas of concern.

Estimating market demand of passenger levels for a possible Newport Harbor water taxi service using traditional methods of market demand projection such as “market capture share” and other forecasting techniques requires an extensive quantitative demand survey.

Developing and conducting such a survey to professionally-credible levels of accuracy and reliability is beyond the scope/level of detail/timing of this study’s charge and the skills and availability of its citizen volunteer and City staff Committee.

A common method of estimating market demand for a water taxi service/system in a particular region/market is to analyze the history and performance of one or more existing water taxi systems in that region and market which are considered generally comparable to a proposed system. In this analysis, the operating history of the Marina del Rey Water Taxi service & system has been utilized as a regional market example comparable to a conceptual system which might serve Newport Beach.

Based upon comparability with the Marina del Rey (MDR) example, a generalized market demand estimate of initial and evolving ridership levels has been used for a conceptual Newport Beach water taxi system (8-12 week summer operation only):

Initial Operating Season	estimated range of 8,000 to 10,000 riders
Second Operating Season	estimated range of 15,000 to 20,000 riders
Third Operating Season	estimated range of 25,000+ riders

Prospective water taxi operators responding to a potential City RFP will perform their own ridership, rate structure and revenue projections as part of their pre-proposal due diligence and feasibility-testing efforts, providing the City with a knowledgeable estimate of potential market demand and support made by the same entities intending to serve this market.

## **Other Comparable Water Taxi Systems**

An overview research effort into the characteristics of other harbor water taxi systems in California and the U.S. operating during Summer 2009 was conducted to determine the characteristics of, and potential applicability to, a potential Newport Beach water taxi system in terms of:

- **markets served** – local, tourist/visitor, seasonal, commuter, pedestrians, bicyclists
- **levels and types of demand**- numbers of users, individuals, groups, charters, etc.
- **route systems** – loop, point-to-point, on-demand, scheduled, flexible, hybrid
- **docking facilities** – public, private (restaurant, bar, resort, hotel, etc.), ADA-capable
- **support services and facilities** – restrooms, parking, signage, dock agents, ADA
- **financial characteristics**- capital & operating costs, fees, revenues, subsidies
- **management /operating system** – private operator for public agency, public transit
- **linkages to other transport** – auto parking, bicycles, buses, shuttles, taxis, rail, air
- **contact systems** – telephone, Internet, brochures, dock agents, signage
- **flexibility** – ability to add service for peak periods/demand, change routes

Five Southern California water taxi systems and one Florida water taxi system were selected for further review from over a dozen systems initially considered: (see chart below)

- **Santa Barbara Harbor Water Taxi**
- **Channel Islands Harbor Water Taxi**
- **Marina del Rey Waterbus**
- **Long Beach AquaBus & AquaLink**
- **San Diego Water Taxi**
- **Fort Lauderdale Water Taxi (FL)**

SOUTHERN CALIFORNIA & SOUTH FLORIDA HARBOR WATER TAXI/FERRY SYSTEMS -SUMMER 2009										
AREAS/HARBORS	Existing	Multi-Stop	Point-to-Point	On-Call	Seasonal	Annual	Stops	Operator	Subsidy	Vessels
<b>SOUTHERN CALIFORNIA</b>										
Santa Barbara Harbor	X	X	X	X	X	X	2	private	no	1
Channel Islands Harbor	X	X		X	X		6	private	yes	2
Marina Del Rey	X	X	X	X	X		7	private	yes	5
Long Beach Harbor/ ABay										
Downtown/Rainbow Harbor WT	X	X		X		X	6	private	yes	1
Alamitos Bay Shuttle	X	X		X		X	3	private	yes	1
Newport Harbor (Balboa Ferry)	X		X		X	X	2	private	no	3
San Diego Bay	X	X	X	X		X	10	private	yes	2
<b>SOUTH FLORIDA</b>										
Fort Lauderdale Area	X	X	X	X	X	X	11	private	yes	8
<b>Notes:</b> <ol style="list-style-type: none"> <li>1. Ft. Lauderdale system is "green"-operates all vessels on bio-diesel and 2 on diesel- electric power</li> <li>2. Most systems are flexible,able to shift from multi-stop to point-to point based on actual demand</li> <li>3. Marina Del Rey and Ft. Lauderdale route systems are the most similar to NB Harbor characteristics</li> <li>4. Refer to detailed system information for schedules, routes, areas and use served, rates</li> <li>5.All systems (including NB Balboa Ferry offseason) offer group charters when vessels are available</li> <li>6. Santa Barbara system operates as taxi during fixed hours, tour/charter/party vessel in off-hours</li> </ol>										

The Marina del Rey Water Taxi System in Southern California and the Ft. Lauderdale Water Taxi System in South Florida are the most comparable system examples.

### Water Taxi Vessel Types Suitable for a Newport Harbor Water Taxi System

Background research was performed during this conceptual feasibility analysis to determine what types of vessels are currently most commonly utilized in California and other U.S. water taxi services and suitable in a potential Newport Harbor water taxi service. A wide range of vessel types was examined in this analysis.

The larger NH-comparable-example water taxi fleets (Marina del Rey, Ft. Lauderdale) with multiple routes and vessels have two basic vessel sizes/capacities (number evolves w/need):

Basic Service Water Taxi Vessel (loop routes) 18-28 passengers, 30'-40', 2-4vessels

Peak Use Waterbus Vessel (loop & point-to-point routes) 30-90 passengers, 50'-70', 1+ vessels

The large number of smaller private docks in Newport Harbor which could potentially be served by an "on-call" water taxi capability, a third category of vessels should be considered:

Small Water Taxi Vessel ("on-call" routes) 8-12 passengers, 18'-25', 2+ vessels

The City may want to consider offering preference or incentives to prospective operators with “green” vessels/fleets with proven and reliable technologies.

The selection, purchase/lease/transfer and use of water taxi vessels forming a future Newport Harbor water taxi fleet are the responsibility of a City-selected private operator.

### **Existing & Potential Public & Private Docks for a Newport Harbor Water Taxi System**

The 10 existing public piers/docks in Newport Harbor can serve as the initial and primary docking infrastructure and drop-off/pick-up/storage stops for a potential water taxi systems

These public piers/docks provide general public water-land access around most of the Harbor perimeter among important public uses (parking, bay and ocean beaches and piers, etc.) and commercial centers and attractions throughout Newport Harbor and adjacent areas.

Use of these existing public docks, after appropriate renovation, signing and use ordinance updating (fishing area restrictions, allowing commercial use for public purposes, etc.) would enable an immediate startup of an initial/expandable water taxi system using selected public docks. It also represents a cost-effective expanded and diversified use (public water transportation) of an important existing City public infrastructure/transportation asset.

New public docks at the Rhine Wharf and other locations will expand this infrastructure in 2010 and could also provide a possible central Lower Bay/Harbor water taxi base of operations, service, night storage, and public parking at the City’s Lower Castaways site.

Gaps in this public dock system exist along the important, but traffic-congested, visitor-serving Mariners Mile and Lido Marina Village waterfronts, which would benefit from improved accessibility of new public docks or publicly-accessible private visitor docks filling these gaps.

Use of existing and potential private commercial use, club and restaurant guest docks throughout the Harbor would provide an additional 12-20 docks/stops for a Newport Harbor water taxi system, assuming the coordinated cooperation of dock owners, the water taxi system operator and the City. Eight existing restaurant guest docks, as shown in the City’s new *Complete Cruising Guide to Newport Harbor* and in this report are already coordinated for public access through their reservation systems and could be served by a water taxi system.

Water taxi service to these and other private docks, as well as any possible service to and from private residential docks, would be used primarily as an “on-call” basis controlled through the system’s central dispatcher and restaurant reservations, to avoid conflicts and overuse. However, the Balboa Bay Club and the Dunes have indicated a willingness to be



regular stops with public access as part of the route system. As the system grows, there may be other private dock owners willing to allow public access.

Other sources of existing and potential use of private commercial docks for potential water taxi system stops include existing, new and planned waterfront commercial and mixed-use developments with marinas and docks and the renovation/new construction of commercial marinas in the Harbor, such as the new Balboa Marina and planned Newport Bay Marina.

All of these new projects are required by the City to include designated docks which are accessible to the general public from land and water, with the control of access and separation from a secured marina accomplished through design and operational management by the designer and owner. Existing waterfront commercial uses may also wish to provide water-taxi-access docks.

The existing and potential public and publicly-accessible private docks in Newport Harbor form an excellent, expandable infrastructure network of water taxi stops with access to all of the major commercial, recreational and public amenities surrounding the Harbor.

#### **Potential Routes/System Service Types for a Newport Harbor Water Taxi System**

Typically, water taxi routes and system service types are based upon the numbers and types of docks/stops on the route, the areas served, the configuration of the water taxi water area, vessel fleet size, and the operating modes and flexibility desired by the system operator and the City.

Route and system types generally fall into three categories or a mix of two or three types:

1. a "loop" route system which connects several stops/docks around a large or complex water area or waterways system and generally has two or more vessels circulating in opposite directions around the loop simultaneously.

Examples of this type of system are Marina del Rey and Ft. Lauderdale, with MDR running on a flexible "every few minutes" schedule and Ft. Lauderdale running on a published time schedule.

Generally these systems use multiple, mid-capacity 30-60+/- passenger vessels and have dock agents and communications which enable them to modify routes to skip empty stops, add vessels at peak periods, and retain some flexibility of service.

2. a **"point-to-point"** route system which connects two or three stops/docks on opposite sides or ends of a water area or connecting two water areas and may have a single vessel making round trips or multiple vessels making opposite-directions trips at the same, or staggered, times.

Examples of this type of system are the Balboa Ferry, with flexible "every few minutes" schedules and the Long Beach Waterlink and the Santa Barbara Water Taxi, with published time schedules.

Like the loop system, these point-to-point systems use mid-capacity 30-60-passenger vessels and have dock agents and communications which enable them to add vessels at peak periods, and retain some flexibility of service scheduling.

3. an **"on-call"** system which has no fixed route system other than an effective service radius due to speed and type of vessel, type and size of water areas, and number and type of potential destinations.

Examples of this type of system are the Catalina Island shore boats at Avalon and the Isthmus, Newport yacht club shore boats, and the San Diego Water Taxi. This type of service is extensively used in water areas with extensive mooring and anchorage areas, residential piers, and as a "designated driver" in areas like Newport Harbor.

Generally these systems use multiple, lower capacity 8--20+ passenger vessels and have a communications dispatcher which enables them to schedule multiple pick-ups if required, modify routes while underway, add vessels at peak periods, and thus maintain complete flexibility of service.

Potential destination areas and the three water taxi route/system types which could serve them include: (route/system/service types shown in **bold abbreviations**)

<b>Loop Route/System</b>	<b>= LP</b>
<b>Point-to-Point Route /System</b>	<b>= PTP</b>
<b>On-Call Route /System</b>	<b>= OC</b>

#### **Primary Destination Areas & Docks Providing Access (LP, PTP, plus some OC)**

Mariners Mile (no public docks; possible private docks at Villa Nova, Balboa Bay Club, Newport Sea Base, Orange Cost College) (LP)

Lido Marina Village/Peninsula/Head of Rhine/Cannery Village (Rhine Wharf dock)(LP)

Lower Rhine/Newport Pier Area/Ocean Beaches (19<sup>th</sup>/15<sup>th</sup> St. docks, Nautical Museum private dock)(LP)

Balboa Island Marine Avenue /Bayside Village/Balboa Island Beaches (Park, Coral, Sapphire public docks)(LP)

Balboa Village/Pier/Fun Zone/Flyer/Museum/Sportfish (PTP, OC)

Dunes Resort/Back Bay Bistro/Launch Ramp (docks)(PTP, OC)

Peninsula Public Parking Areas (19<sup>th</sup> Street dock, Balboa Ferry, Washington St. dock)(LP)

**Secondary Destination Areas & Docks Providing Access (primarily OC, some PTP)**

Moorings, Anchorages (any public dock) (OC)

Yacht Clubs (any nearby public dock, all yacht club docks) (OC)

Marinas (marina guest docks) (OC)

Harbormaster (harbormaster guest dock) (OC)

Harbor Resources (Balboa Yacht Basin public dock/Harbor Resources dock) (OC)

Waterfront /Water-Accessible Residences (private docks as permitted by resident) (OC)

Harbor Beaches (Balboa Island public docks, Harbormaster guest dock ) (OC)

Ocean Beaches (any public docks on Peninsula, Balboa Ferry dock) (OC, PTP)

Boat /Kayak Rentals (nearest public dock)(OC)

Newport Aquatic Center (dock)(OC)

Newport Sea Base (dock) (OC)

Collegiate Sailing & Rowing Center (dock) (OC)

Remote Parking Areas (Dunes dock, other docks in proximity to parking areas as created)(OC)

**A potential Newport Harbor water taxi system is likely to require a “hybrid” of all three route/system types to meet Harbor configuration, distance, location, and user group needs. This will be determined by the system operator working in conjunction with the City to achieve the overall system objectives.**



## **Potential Costs, Revenues, Funding Options of a Newport Harbor Water Taxi System**

The start-up costs of a water taxi system such as vessels, equipment, personnel, and initial operating overhead costs and capital can be significant relative to potential revenues and are generally funded either by the operator or a government agency, or a combination of both.

In some jointly-funded water taxi system startups, cash, loan and credit investments may be made by both the private operator and the government agencies (city, county, regional transportation agency, state, etc.), along with other contributions or investments such as existing operator-owned water taxi vessels and personnel, use of public docking facilities, etc.

Many of the existing water taxi systems analyzed in this study received public-agency start-up (and continuing operations) funding in the form of federal, state and local transportation agency grants and loans as the result of funding requests implemented as part of an implementation plan for supplemental public transportation or a similar public program.

As a local-region example, the Marina del Rey Waterbus system received an approximate \$300,000 operating subsidy from Los Angeles County.

In general, it appears that most successful water taxi systems of the potential size and complexity necessary and desirable for Newport Harbor have received some form of significant public agency and/or private startup subsidy in order to commence operations.

Based upon the research performed in this analysis, which has included both existing water taxi systems and those proposed in various other feasibility studies, it appears that:

- The range of potential startup funding costs for the private operator of a multi-stop, multi-vessel, summer season Newport Harbor water taxi system could range from \$200,000 to \$300,000, depending upon the system routes and services offered, number and type of vessels, etc.
- City startup costs to upgrade public docks, provide signage, other "in-kind" startup elements might approximate \$50,000 to \$60,000, which would also represent an asset upgrade investment through improvements to public docks. A possible Lower Castaways operating base would be a significant additional cost.

These generalized private and public startup cost ranges should be considered only as "order of magnitude" estimates appropriate to the conceptual nature of this analysis, are not based on a specific plan, and are not conclusions or recommendations of this study.

Potential operating costs for a water taxi system operator generally consist of:

- debt service costs (if any) related to purchase of vessels; rehab of existing vessels;
- docking, fuel/electricity and related costs to berth and power the vessel fleet;

- maintenance and repair, depreciation costs of the vessel fleet;
- employment costs (salaries, benefits, etc.) of vessel captains, crew, other staff;
- overhead costs of operation (insurance, accounting, legal, security, advertising, etc.);
- fees, lease payments/percentages, taxes paid to local, state and federal agencies.

**Potential operating revenue sources for the operator could include:**

- individual and group fares on regular routes and from “on-call” service, all based on market demand/pricing and ridership volumes, special fees (bicycles, etc.);
- special event and charter revenues (to the extent they are part of markets/business);
- possible sale of beverages/food on vessels, event catering services on vessels, etc.;
- possible advertising on/within vessels, on website, by area businesses;
- possible sale of logo/brand gear featuring the water taxi system.

**Potential operating revenues to the City include:**

- fixed operating lease or agreement payment(s), (+penalty for non-performance);
- variable operating revenue percentage payments based on performance;
- fees for business operation and harbor use permits, other fees at startup/renewal.

Fares (2009) for seven Southern California water taxi systems analyzed in this study varied from the \$1 for a one-way daytime adult fare on the Marina del Rey Waterbus, Long Beach Aquabus, and the Balboa Island Ferry to \$7 for the San Diego Water Taxi, for a fare average of \$3.63. (Balboa Island Ferry has higher rates for vehicles +\$2 + \$1/passenger, bicycles \$1.50.)

The NH-similar Fort Lauderdale (FL) water taxi system charged \$5 for a one-way adult ticket, \$15 for an all-day ticket and \$80/month for a commuter ticket book. (Rate increase to \$7 per one-way adult ticket after 7PM.)

Of the eight water taxi systems analyzed, five operated in 2009 with some level of subsidy - Channel Islands, Marina del Rey, Long Beach (2), San Diego Bay, and Ft. Lauderdale (FL)..

Three systems used various types of public transportation funding to partially or largely subsidize fares, except for Channel Islands and San Diego Harbor, which used private subsidies by their respective harbor lessees associations. The Marina del Rey water taxi vessels were also subsidized by a one-time start-up subsidy.

Three water taxi systems (Santa Barbara, Catalina Island shore boats, and the Balboa Island Ferry - all unique water transportation systems) had no subsidy. The Santa Barbara system has other revenue sources in addition to fares and the BI Ferry has a multiple-source rate structure, while the Catalina system has been generally self-supporting on fares alone.

### Three Newport Harbor Water Taxi System Concepts

Three concepts for Newport Harbor water taxi systems (of many possible) were developed by the study to serve as a basis for community discussion and decision-making.

*Note: In order to fully describe the many detailed elements of each of the Newport Harbor Water Taxi System Concepts, they have been included in the Executive Summary in the same complete text description formats and illustrations as shown in the Three Concepts For A Newport Harbor Water Taxi System technical section of this report, rather than being summarized. This provides a full description of the systems for those who choose to read only the Executive Summary, which condenses the other sections of the Technical Report that serve as the basis for the Concept Plans.*

1. **Basic System:** a limited water taxi service and system initiated as a one-season "trial run" to test market, facilities, vessels, operations and financial performance, with an option to expand operations and duration of the operating agreement if feasible and desirable.
2. **Expanded System:** an expansion of the Basic System, adding vessels, routes, schedules, trip frequency, hours of operation, fees and other services as supported by demand and plans based on initial year performance, with extended operating agreement and other changes as appropriate.
3. **On-Call-Only System:** a system with vessels grouped at a central base or bases which respond only to requests for dock pick-up and drop-off locations relayed by a dispatcher/reservation center and from dock "agents" handling walk-up business at high-volume docks throughout the harbor.

### Basic Newport Harbor Water Taxi System

The elements of this Basic System alternative are shown on the **Basic System Plan**, as a suggested "starter kit" combination of temporary and existing facilities for a single-season, basic **system test** of an operating concept jointly developed by the City of Newport Beach, the waterfront business community and a selected private water taxi operator.

In this example, a fixed-base location/site, all construction and facilities rentals would be for an interim, temporary use, removable if the system did not continue for a second season, or if the potential Lower Castaways site is required for a higher-priority public purpose. Alternative basing sites could be proposed by City and/or the selected private operator, or by a local private waterfront commercial use/marina meeting the basing criteria.

**Base:** A temporary "test" base at the City's Lower Castaways (or other) site, including:

- fleet storage/service docks ADA-capable boarding docks, utilities, lighting, signage

- parking for public, employees w/lighting, signage, Dover access / lights synchronization
- trailer-based offices, ticketing, restrooms, food & beverage kiosk, shade structure waiting areas
- pedestrian walkways (lighted and signed) connecting all of above areas

**Vessels:** A "test mix" of vessels ("green" to the extent feasible) including:

- 2 (+1 reserve) medium-capacity, 18-28 passenger vessels (bike/stroller/ADA-capable)
- 2 (+1 reserve) small-capacity, 8-12 passenger vessels (for on-call service)
- 1 large capacity 30-90 passenger vessel (for peak, group, special event use)

**Docks:** A combination of public docks/stops & private docks: (private suggested only)

**Public Docks/Stops (regular routes) (6 total)**

- Lower Castaways Base Dock (new/temporary) (parking)
- Coral Avenue Dock (Balboa Island) (existing)
- Washington Street Dock (Peninsula) (existing)
- 19<sup>th</sup> Street Dock (Peninsula) (existing)
- Rhine Wharf Dock (Lido/Rhine) (new in 2010)
- Launch Ramp Dock (Back Bay) (existing)(as-requested/on-call)(remote parking)

**Private Docks (primarily on-call) (potentially 15 total)**

- Balboa Bay Club (existing)
- Balboa Marina visitor dock (existing)
- 8 Dock & Dine Restaurant Docks (existing)
- 5 Yacht Club Visitor Docks (existing)

**Routes:** A combination of loop, point-to-point on fixed routes and on-call on random routes

**Loop Route**

- 6 Public Docks/Stops (2 vessels on staggered clockwise/counterclockwise routes around Harbor perimeter; stops only at docks with confirmed passengers per agents)

**Point-to Point Routes (examples only)**

- Base to Launch Ramp Dock (remote parking) & return (1 vessel or more per agent)
- Base to 19<sup>th</sup> Street Dock (Newport Pier) & return (1 vessel or more per agent)

**On-Call Routes**

- Base to requested pick-up and drop-off mooring/anchorage/dock locations, per call

**Schedule:** Loop on semi-fixed schedule, point-to-point & on-call as required

**Loop Routes**

- Base-West & East Harbor Loops: 20 minutes each way, plus loading times

### Point-to Point Routes

- Base-Launch Ramp Dock-Base: 10 minutes each way, 10 minute loading/unloading each end.
- Base-19<sup>th</sup> St-Base: 15 minutes each way, 10 minute loading/unloading each end

### On-Call Routes

- No schedule, trip time based upon pick-up/drop-off distances at 4-5 knot speed

### Fare:

- (Fare structure to be determined by selected operator/market)





## Expanded Newport Harbor Water Taxi System

The elements of the Expanded System alternative are shown in the Expanded System Plan as a potential expansion of the initial Basic System vessels, docks/stops, routes, and schedules.

**Base:** The Base at the City's Lower Castaways site (or other) would be maintained/upgraded:

- fleet storage/service docks ADA-capable boarding docks, utilities, lighting, signage
- parking for public, employees w/lighting, signage, Dover access / lights synchronization
- trailer-based offices, ticketing, restrooms, food & beverage kiosk, shade structure waiting areas
- other uses and equipment deemed necessary after initial year experience
- pedestrian walkways (lighted and signed) connecting all of above areas

**Vessels:** An expanded mix of vessels ("green" as feasible) would be provided as needed:

- 3-4(+1reserve) medium-capacity, 18-28 passenger vessels (for loop service)(+1-2?)
- 3-4(+1 reserve) small-capacity, 8-12 passenger vessels ( for on-call service)(+1-2?)
- 1 large capacity 30-90 passenger vessel (for peak, group, special event use)(same)

**Docks:** Expanded public docks/stops & private docks: (private suggested only)

**Public Docks/Stops (regular routes) (total – 15; 9 docks added in expansion italicized)**

- Lower Castaways Base Dock (expanded for added vessel storage)
- M Street Dock (Peninsula) (existing)
- Park Avenue Dock (Balboa Island) (existing)
- Coral Avenue Dock (Balboa Island) (existing)
- Sapphire Avenue Dock (Balboa Island) (existing)
- Balboa Yacht Basin (Bayside) (existing)
- Opal Avenue Dock (Balboa Island) (existing)
- Washington Street Dock (Peninsula) (existing)
- 19<sup>th</sup> Street Dock (Peninsula) (existing)
- 15<sup>th</sup> Street Dock (Peninsula) (existing) or Marina Park Dock (new 2012+)
- Rhine Wharf Dock (Lido/Rhine) (new in 2010)
- Central Avenue Dock (possibly new in 2011+?)
- Lido Bridge Dock (possibly new in 2011+?)
- Launch Ramp Dock (Back Bay) (existing)(as-requested/on-call)(remote parking)

**Private Commercial/Yacht Club/Institutional Docks (as-requested/on-call only) (22+ total)**

- Balboa Bay Club (existing)
- Balboa Marina visitor dock (existing)
- Newport Bay Marina (2011-12) (new)
- Lido Village Marina (2011-12) (new)

- *Ardell Site Marina (2012+) (new)*
- *Collegiate Sailing/Rowing Center (existing); Sea Base (existing) – Newport Aquatic Center (existing)*
- *8 Dock & Dine Restaurant Docks (existing) (plus added Dock & Dine restaurants, number unknown)*
- *5 Yacht Club Visitor Docks (existing)*

**Routes:** A combination of loop, point-to-point on fixed routes and on-call on random routes

**Loop Route**

- 6 Public Docks/Stops (2 vessels on staggered clockwise/counterclockwise routes around Harbor perimeter; stops only at docks with confirmed passengers per agents)

**Point-to Point Routes (examples only)**

- Base to Launch Ramp Dock (remote parking) & return (1 vessel or more per agent)
- Base to 19<sup>th</sup> Street Dock (Newport Pier) & return (1 vessel or more per agent)

**On-Call Routes**

- Base to requested pick-up and drop-off dock locations, per call (vessels variable)
- Base to requested pick-up and drop-off mooring/anchorage locations, per call

**Schedule:** Loop on semi-fixed schedule, point-to-point & on-call as required

**Loop Routes**

- Base-West & East Harbor Loops: 20 minutes each way, plus loading times

**Point-to Point Routes**

- Base-Launch Ramp Dock-Base: 10 minutes each way, 10 minute loading/unloading each end

**On-Call Routes**

- No schedule, trip time based upon pick-up-/ drop-off distances at 4-5 knot speed

**Fare:**

- Fare structure determined by selected operator based on initial year experience, market.





## On-Call-Only Newport Harbor Water Taxi System

This On-Call-Only System conceptual alternative is shown on the On-Call-Only Plan, and includes a fleet of water taxi vessels at a central base with no set schedule or routes, responding only to requests for dock pick-up and drop-off locations relayed by a dispatcher / dock "agents"

**Base:** A base at the City's Lower Castaways site, or at another site, including:

**Vessels:** A mix of small & medium vessels ("green" to the extent feasible)

**Docks:** public and private docks, as requested through dispatcher and dock agents:

**Routes:** No specific routes with on-call random routes as generated by dispatcher, agents

**Schedule:** unscheduled, on-call as required during operating hours, trip time speed-limited

**Fare:** Fare structure determined by selected operator/market

